

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh variabel Pengaruh Bauran Pemasaran (produk, harga, tempat, promosi) dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan di Cafe Pappa Roby. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif.

Teknik pengambilan sampel dengan menggunakan teknik *accidental sampling* dengan jumlah sampel sebanyak 98 konsumen yang datang dan membeli produk Cafe Pappa Roby. Persamaan regresi dalam penelitian ini adalah *regresi linier berganda* yang digunakan untuk menguji pengaruh variabel-variabel independen terhadap variabel dependen.

Hasil pengujian *goodness of fit* menunjukkan bauran pemasaran (produk, harga, tempat, promosi) dan kepuasan pelanggan merupakan variabel penjelas dari loyalitas pelanggan. Hasil pengujian hipotesis menunjukkan bahwa variabel produk berpengaruh signifikan terhadap loyalitas pelanggan, variabel harga berpengaruh signifikan terhadap loyalitas pelanggan, variabel tempat berpengaruh signifikan terhadap loyalitas pelanggan, variabel promosi berpengaruh signifikan terhadap loyalitas pelanggan, variabel kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Variabel yang berpengaruh dominan terhadap loyalitas pelanggan adalah produk.

Kata kunci: produk, harga, tempat, promosi, kepuasan pelanggan, loyalitas pelanggan

## **ABSTRACT**

*The purpose of this research is to find out the influence of marketing mix (product, price, place, promotion) and customer satisfaction to the customer loyalty at Cafe Pappa Roby. This research is a quantitative research.*

*The sample collection technique has been carried out by using accidental sampling and the numbers of samples are 98 customers who come and purchase the products of Cafe Pappa Roby. The regression equation in this research is multiple linear regression which has been applied to test the influence of independent variables to the dependent variable.*

*The result of goodness of fit test shows that marketing mix (product, price, place, promotion) and customer satisfaction are the explanatory variables of customer loyalty. The result of the hypothesis test shows that product has significant influence to the customer loyalty; price has significant influence to the customer loyalty, place has significant influence to the customer loyalty; place has significant influence to the customer loyalty; promotion has significant influence to the customer loyalty; customer satisfaction has significant influence to the customer loyalty. Product is the variable which has dominant influence to the customer loyalty.*

**Keywords:** *Product, price, place, promotion, customer satisfaction, and customer loyalty*